

# SCHEDULE AT-A-GLANCE

AFPMA, Conference on Philanthropy, Tuesday, November 17, 2009

	Annual Fund	Advancement Services	Capital Campaigns	Corporate and Foundation Relations	Communication and Marketing	Donor Relations	Management and Career Transitions	Major Gifts	Planned Giving	Special Events	Small Shop
	AF	AS	CC	CF	CM	DR	MC	MG	PG	SE	SS
7:00 am	<i>Registration Opens</i>										
7:30 - 8:15 am	<i>Networking</i>										
8:15 - 9:30 am	<i>Plenary Session</i>										
9:45 - 10:45 am	AF	How to Incorporate and Track Online Giving With Your Annual Fund									
Early Morning Sessions	AS	Data Warehouse as the New Reporting Frontier									
	CC	Making it Real: Getting Your Whole Institution on Board for Your Campaign									
	CF	Cultivating and Keeping Funders: What Nonprofits Should be Doing Now									
	CM	Love Thy Donor (LTD): The Profitable Art of Telling Your Story Well									
	CM	Lost & Found: Re-Engaging Lost Alumnae/i Using Social Media									
	DR	Sixty Minutes to a More Powerful, Profitable Newsletter									
	MG	From the Donor's Perspective: Best Practices in Major Donor Retention During Challenging Times									
	MC	Retaining High Performers, Assessing Job Satisfaction, Planning for Change: Part I									
	PG	Donor-Centered Philanthropic Planning									
	SE	Gala Events: The Amazing Race!									
	SE	Throwing a Gala on a Shoestring Budget									
	SS	Board and Volunteer Management in a Down Economy									
	SS	Small Shop "Twittering"									
11:00 am - 12:00 pm	AF	Taking Control of the Annual Fund									
Late Morning Sessions	AF	The Fusion of Alumni Relations and the Annual Fund: No Longer Business as Usual									
	AS	Researching "Old Money" in Wealthy Families									
	CC	Hard Hat Campaigning: Creating New Campaign Momentum for the Future									
	CC	Capital Campaigns in Lean Times									
	CF	Creative Corporate Partnerships: Thinking Outside the Box									
	CM	Love Thy Donor (LTD): The Profitable Art of Telling Your Story Well: Part II									
	DR	Using Events as a Gateway to Your Next Major Gift									
	MC	Retaining High Performers, Assessing Job Satisfaction, Planning for Change: Part II									
	MG	Mission and Metrics Can Peacefully Coexist									
	PG	Making Dreams Come True: How to Talk with Donors About Their Legacy									
	SE	Working Collaboratively on Events									
	SS	Re-imagining Stewardship for the Small Development Shop									
12:15 - 1:15 pm	<i>General Networking Lunch</i> <i>Roundtable Lunch</i>										

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1:30 - 2:30 pm Early Afternoon Sessions	AF	The ABCs of Direct Mail Fundraising									
	AS	What Fundraising Professionals Need to Know About the Redesigned Form 990									
	CC	The Art of Closing Gifts in Capital Campaigns									
	CF	A is for Apple ... G is for Grants!									
	CM	Leveraging a Milestone Anniversary to Boost Fundraising									
	DR	Outside the Box Stewardship Reporting									
	MC	Mergers, Creative Collaborations and Collective Survival									
	MC	Thriving (vs. Surviving) a Leadership Transition									
	MG	Building Rapport is the Key to Major Gift Success									
	MG	Playing Traffic Cop in Your Moves Management Program									
	PG	Donor-Centered Philanthropic Planning									
	PG	Legacy Gifts that Transform Lives: One Lesson in Maximizing Planned Gifts from Non-Alumni									
	SE	Technology Trends: The New Frontier of Events									
	SS	Creating a Thriving Major Gift Program in a Small Shop									
2:45 - 3:45 pm	<i>Afternoon Networking</i>										
	1. <i>Facilitated Networking Session with Diane Darling – Effective Networking</i> 2. <i>Dr. Daniel Shapiro's special session on The Power and Profit of Negotiation: How to Use Passion to Improve your Relationships and Development Success</i>										
4:00 - 5:00 pm Late Afternoon Sessions	AF	Revolutionary Breakthrough: Making Annual Fund the Ongoing Fund									
	AS	Donors Evolve from Everywhere									
	CC	Appealing to the Head and Heart with Development Communications									
	CF	Grant Proposals and Program Evaluation: How Do You Measure Success?									
	CM	Building Cause Marketing Alliances through Branding									
	CM	Virtual Immersive Environments (VIE's): A New Frontier for Fundraising?									
	DR	Taking the Plunge to Notify Donors of Underwater Funds									
	MC	Leading Philanthropy in Times of Major Organizational Change									
	MG	Winning Strategies for Creative Gift Discussions									
	MG	Cultivation 2.0: Using Online Networking to Engage Major Donors									
	PG	Building Authentic Relationships: Moving Beyond Moves Management									
	SE	Ten Secrets to Increasing Results from Your Auction									
SE	The Art of Schmooze										
SS	Cleaning a Full Plate: Time Management Survival Skills for Professionals with Challenging Work Loads										
5:00 - 6:00 pm	<i>President's Reception</i>										